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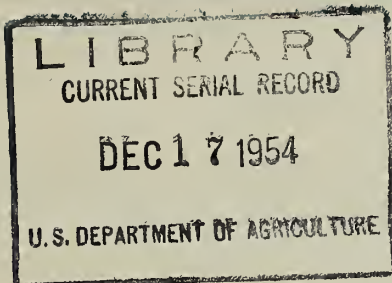
IDEAS about 4-H Clubs and YMW



Extension Service, U.S. Department of Agriculture

Reserve

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No. 12
November 19, 1954
Washington 25, D. C.

Dear Coworkers:

LOOKING TOWARD 4-H CLUB CONGRESS

As this letter arrives on your desks, many of you will be packing your bags for departure to National 4-H Club Congress. We can all take pride in this high caliber event, which does much to focus attention on 4-H work in the eyes of many important people across the country. Congress is such an outstanding undertaking because so many people help. There is a phenomenal degree of cooperation between the National Committee staff, the donor group, public relations representatives, and Extension staff members. We marvel at the way the staff handles the innumerable details that finally mesh together to make the Congress the smooth-running event it is.

IMPROVING FAMILY AND COMMUNITY LIVING

That is the theme for 4-H Club work for 1955. "Improving Family and Community Living" was selected after a lengthy process of consulting with all State Extension staffs and with many other interested and qualified individuals. We appreciate your ideas and your patience while we tried to get the selection made through the democratic process.

HOW WE DO THE YOUTH JOB

"Extension's Work with Young People", enclosed with this letter will help give you the total look at 4-H Club and YMW Programs across the Nation and will highlight methods that have been used. We hope this will serve to exchange ideas for the improvement of our programs.

Included also is a tabulation of census figures of youth available. No doubt, many of you will want to get the specific figures for your own State.

You will be interested too, in some tabulations which our annual reports unit has prepared, showing the percentage of agents' time devoted to adult, YMW, and 4-H Club work, and also 4-H Club enrollment from farm, rural non-farm, and urban homes. Sufficient copies of each of these tabulations have been sent to your Director for distribution to members of his administrative and supervisory staffs.

REPORT OF MARKETING WORK WITH YOUNG PEOPLE

This is follow-through of information we listed in the last issue. Director Bevan's committee, which met in Wisconsin last month, was complimentary of the material assembled on this topic. Members asked that it be sent to you for your information. It will be mailed as soon as the Subcommittee report is accepted and approved by the Extension Committee on Organization and Policy.

A GOAL ACHIEVED - 4-H CLUB CENTER IN GEORGIA

October 30 was a red letter day in Georgia when formal dedication was held for the 4-H Club Center at Rock Eagle Park. Some 10,000 persons, joined with Governor Talmadge, the 4-H Council, Extension workers and friends to celebrate "A Dream Come True."

The 1400-acre site, lake and buildings of this State training center will provide educational facilities for a complete informal educational program the year around for 1200 persons.

Many of you probably heard the National Farm and Home Hour broadcast, which paid tribute to the accomplishments of the many individuals who teamed up to help make this Center a reality.

AN INSIDE LOOK AT RADIO FREE EUROPE

Norman Mindrum of the National 4-H Club Foundation has just returned from Europe where he and 69 other national leaders inspected Radio Free Europe's extensive facilities in Germany, as guests of the Crusade for Freedom, R.F.E.'s sponsor. Another highlight of the trip occurred in Paris, when General Gruenther briefed the group on the operations of NATO.

Radio Free Europe is a network which penetrates the Iron Curtain in daily broadcasts to Poland, Hungary, Czechoslovakia, Romania and Bulgaria. Staff members are mostly exiles who prepare and broadcast news, commentaries, and other programs in the native languages of their listeners. They are assisted by experienced American communications experts.

Another operation viewed by the group was a spectacular balloon launching project by which leaflets are carried over the border and dropped on Czechoslovakia and Hungary.

Besides Norm Mindrum, other agricultural representatives were Warren W. Hawley, member of the Board of Directors of American Farm Bureau Federation and L. J. Taber, Past Master of the National Grange.

WELCOME HOME IFYE'S

Monday, November 8, was "arriving home" day for 75 International Farm Youth Exchange participants, who represented 35 States and Alaska, and who have been participating in the summer phase of the program. A welcome home breakfast was held in New York City.

A representative group, including one person from each of the countries visited, chose to go on to Washington for a special reporting period.

A FRIEND OF 4-H

Letters from Harry Seymour and Burton Hutton in Oregon comment on the fine cooperation Mr. E. L. Peterson gave to 4-H Club work in that State. Mr. Seymour labels him "a person interested in youth". Mr. Peterson comes to Washington as new Assistant Secretary of Agriculture, filling the position formerly held by J. Earl Coke, who returned to his position as Director of the State Extension Service in California. Burton Hutton cited many examples of cooperative effort between the Extension Service and the State Department of Agriculture while Mr. Peterson was Commissioner.

SHARING IDEAS WITH FRIENDS IN THE FARM ORGANIZATIONS

We have several current opportunities to share with our friends in the farm organizations. Fern Shipley represented us in the youth section of the National Grange meeting. Ed Aiton participated in the general sessions. This was held in Spokane November 11-18. Mylo Downey will be the representative at the Farm Bureau Convention in New York City in December. Fern also reports a recent conference in Denver with Flossie Harris, Educational Director for the Farmers' Union.

NATIONAL GRANGE COMMUNITY SERVICE JUDGING TOUR

Serving as chairman of a five-man judging committee gave Ed Aiton an opportunity to be of service in a very worthy activity. At the same time, it meant a chance to observe at close range, the accomplishments of eleven Granges who had been selected from more than 4,000 subordinate Granges across the country, taking part in this highly effective program. The Sears-Roebuck Foundation served with the National Grange in sponsoring this effort.

EXTENSION SUMMER SCHOOL DATES

Many of you are already planning to take advantage of professional improvement opportunities next summer, or are talking with county workers about their plans. The following are dates for 1955:

June 6-24	Wisconsin
June 27-July 15	Arkansas, Colorado
June 14-30	Prairie View, Texas
July 18-August 6	Cornell

You can contact Miss Mary L. Collings, of the Division of Extension Research and Training, Federal Extension Service, or Cha Lang, for additional information about the various opportunities.

4-H FELLOWSHIPS

May we suggest that you may want to be thinking of potential candidates for 4-H Club fellowships for 1955-56. This is such a wonderful opportunity for the training of staff members, that we urge all of you to give careful consideration to young folks on your State and county staffs. Now that there are six fellows, there are increased opportunities for sharing together through this fine plan. Miss Collings will be sending out the announcement and the details of the selection plan.

NATIONAL 4-H CLUB WEEK IN CANADA

November 14 to 19 is observed as National 4-H Club Week by the Canadian Council on 4-H Clubs. An event, similar to National 4-H Club Congress, is held in Toronto. Visits to the Parliament Buildings at Ottawa and to the Agricultural Winter Fair are highlights of the program.

AN ALERT TO AN OPPORTUNITY

Some of you have already had a discussion with your State Rural Sociologist or Experiment Station staff about needed youth research projects that might be handled out of new funds. Here is our chance to point up problem areas that should have further study.

DON'T BE A LITTERBUG

Dr. R. J. Haskell of the Federal Extension staff has alerted us to the coordinated national effort to rid America's highways, parks, beaches, and other places of unsightly litter. The endeavor is being headed up by Keep America Beautiful, Inc. and is supported by some of the very industries whose products are carelessly strewn around by the great American public. The program is being built around long-range continuing education to create awareness of litter as a responsibility of the individual. Perhaps some of your Extension youth groups are already lined up to help with the cleanup and with the educational process. Last spring, this activity was endorsed by the Young Outdoor Americans conference in which 4-H Club members participated.

NATIONAL JUDGING COMMITTEE

Twelve hard-working State staff members have been slaving to select the right individuals for national recognition through the various awards programs. They included: Dorothy Gentry, Kentucky; Dorothy Emerson, Maryland; Mary Frances Lyle, South Dakota; Dr. Ruby D. Harris, California; Mary Frances Smith, Indiana; Gwen Bacheller, Minnesota; W. W. Brown, Florida; Wayne S. Rich, New Hampshire; O. F. Gaebe, Illinois; Geronimo Chavez, New Mexico; and David B. Fales, New York. George Foster served as chairman of the committee and Fern Shipley also worked with the group for three days.

NEW ENGLAND PILOT PROJECT

Windup of the research phase of the three-year cooperative project, designed to study ways in which Extension can work with young men and women, was accomplished at a series of three meetings in Amherst, Mass., November 2-5. The three States of Connecticut, Massachusetts, and New Hampshire worked in cooperation with Sears-Roebuck Foundation and U.S.D.A. to study young peoples' activities in six New England towns.

Reports are now in the editorial stage and will be available soon under special arrangements. Inquiries may be addressed to James W. Dayton, Director of Extension for Massachusetts.

4-H FRIENDS AROUND THE GLOBE

Finland - We have had a recent opportunity to consult with Miss Kirsti Hirvensalo, Associate Director of Finnish 4-H Clubs, with headquarters in Helsinki. State staff members of Michigan, Georgia, and Mississippi will have a chance to work with her during field assignments in those States. She will also be at the Club Congress.

We learn that 4-H Club work in Finland has a present enrollment of around 60,000 members, ages 11 to 20 with an average age of 13.5 years. The work is similar to that of 4-H Clubs in the United States except that local volunteer leaders are not used as extensively. Professional 4-H advisers are employed to supervise and instruct village clubs and to make periodic home visits to advise each member on his or her project.

Brazil - It's always thrilling to have our former coworkers, now abroad, give us a first hand report of their progress with 4-H-like programs. A note from Aleta McDowell brought just such a heartening experience. Aleta tells of the work that she and Jimmy Apodaca are doing in the State of Minas Gerais, in Brazil, where there are now county agricultural agents and home agents in 26 counties. Aleta reports that last year, the first for 4-S Clubs, they had five projects--starting with home economics, gardens, hybrid corn, poultry and carpentry. Now they have 14 projects and have reached the important milestone of holding their first leader training meeting.

Aleta reports that the presence of two IFYE delegates is meaning a lot.

Formosa - Gus Brundage, in commenting on the progress of 4-H work in Formosa, says "Our work has been going long enough now so that some objective results are showing up....through the use of better methods, 4-H boys averaged to get 5 to 20% greater production than their fathers and their neighbors. Because rice is the most important crop here, and because the man in the street can interpret what a 10 percent increased yield means, much favorable attitude has resulted.

IN ATTENDANCE AT CLUB CONGRESS - It's always exciting to share Club Congress events with friends who work with youth programs in other lands. The list of professional workers, in addition to youth Exchangees, who hope to be with us at the 1954 Congress includes:

Miss Kirst Hirvensalo, Finland
Mr. Nicanor del Rosario, Philippines
Miss Catalina Shea, Philippines
Mr. Zosimo T. Montemayor, Philippines
Mrs. Jelina Starc, Yugoslavia
Miss Refika Dogan, Turkey
Mr. Chia-Shui Peng, Taiwan

Mr. Chen Liu, Taiwan
Mr. Abdul Sadaghyani, Iran
Mr. Albert Banegas, Honduras
Mr. Chandra Pande, Nepal
Miss Alicia Del Castillo, Peru
Miss Gertraud Frank, Germany
Mr. Charles McCarron, Australia

A FITTING TRIBUTE

The Marion E. Forbes trophy, awarded for the first time to a Massachusetts 4-H Club girl, recognized outstanding achievements in junior leadership, community service activities, and excellent project work. The trophy is a tribute to, and in memory of, Marion Forbes, who served as Assistant State Leader in Massachusetts from 1926 to 1949. Marion was especially interested in finding ways to help 4-H Club girls develop their latent talents of leadership.

The trophy will be kept for one year by each recipient and her name will be inscribed on it before being passed on. The State 4-H Club Congress in Boston was the event at which the award was made.

COMMITTEE CONSIDERS NATIONAL 4-H CLUB CENTER

A small steering committee on the development of the National 4-H Club Center met in Washington November 3 and 4. The group gave its attention to planning for the reconditioning and use of the Center when its occupancy is returned. The date it will be released is still indefinite.

INFORMATION NEEDED

The Dairy program development committee (Jerry Lineweaver, Iowa, chairman) is seeking information. Will you please cooperate by filling in and returning the blank attached to this letter.

HELPFUL PUBLICATIONS

The Adolescent in Your Family, a popular publication of the Children's Bureau, has recently been revised and reprints are now available. These can be secured in the usual way from the Superintendent of Documents.

The previous edition has been one of our basic bulletins and has been widely used by most of us.

The Youth You Supervise is the title of a new one issued by the Bureau of Labor Standards of the U.S. Department of Labor. This is written especially for the supervisor of young workers. (A copy is enclosed.)

Do you know the leaflet, Business-Sponsored Home Economics Teaching Aids, Their Preparation and Use? (One copy sent per State.) This leaflet suggests guides for producers and users of such aids. It was developed by a committee of home economists in business and education who met at the call of the Home Economics Education Branch, Office of Education, U. S. Department of Health, Education and Welfare. We congratulate the interested groups who worked together to develop such a criteria.

Dr. E. J. Niederfrank of the Federal Extension staff is author of a fine new bulletin that may be of interest in 4-H health endeavors. It is Facts for Extension Agents About Fluoride Programs for Improving Dental Health in Rural Areas. Copy is enclosed.

"The United Nations - An Appraisal for 1954" is published by the State Department. (Copy for each State Club Leader is enclosed).

Farm and Home Unit Approach

Included with this issue are some suggestions for agents regarding 4-H and the farm and home unit approach by J. Mitchell Mackey, Wisconsin 4-H staff.

SHARING SOME OF THE GOOD IDEAS FROM THE STATES

CALIFORNIA - Studying Marketing Grades

A county in California has a graphic method of teaching beef education, including observations on the hoof and on the hook. Slides are taken of beef animals in competition at the fairs and as graded carcasses hanging in the slaughter house. The pictures of carcasses are taken when the members who sold animals visit the meat packing company. Slides from the packing company show the whole graded carcass and the quartered carcass, as well as the marbling of the meat in the different grades. A syllabus to go with the slides is to be made available to the 4-H leaders.

COLORADO - Conference of Young Farmers and Homemakers

The December 2-4 conference at Fort Collins will have three outstanding program features: Livestock marketing, the know-how of efficient buymanship for the home, and the child and the home. The planning committee selected the topics on the basis of interests and needs expressed by the young couples who will be in attendance.

KENTUCKY - Annual Meeting of State 4-H Club Advisory Committee

The committee includes county, district and State staff members. Members were so pleased with work accomplished at their recent meeting that they recommended a similar type of conference, of at least two days, to be held annually. They also recommended rotating committee membership.

MASSACHUSETTS - 4-H Family Certificates

Some of the counties follow the practice of issuing 4-H family certificates to two or three families each year. They are very highly prized. The recognitions are usually awarded either at a leaders' dinner or at an achievement program.

MICHIGAN - Two Good Ideas: Reorganization Plan and Visual Aids

Michigan has a new personnel reorganization chart. Like several other States, Michigan took a realistic look at jobs to be done and the personnel to do them.

Two sets of slides on home furnishings have been prepared by Amalie Vasold. They include "Color in Home Furnishings" and "Design in Home Furnishings."

MINNESOTA - 20th Anniversary Conservation Camp

Every county in Minnesota was represented at this twentieth annual 4-H conservation camp, held at Itasca Forestry and Biological Station. Members were awarded trips to camp on the basis of their outstanding work in the 4-H conservation activity, forestry, and soil conservation projects.

NEW JERSEY - New Child Care Project Literature

A new members' outline for child care project and a leaders' guide, have been issued recently. The leader is informed of sources of several good films and other teaching aids.

PENNSYLVANIA - Discussion Problems

Chauncey Lang has assembled an interesting compilation "Some Discussion Problems for Senior Extension Clubs and Other Youth Groups." This material looks to us like it could be the basis for many challenging discussions.

PUERTO RICO - Series of Staff Conferences

Emmie Nelson and George Foster attended both the annual conference and five Zone or district conferences to help with 4-H Club and YMW work. Miss Emmie spoke about 4-H recognition and awards programs while George helped with understanding of the relationship of youth to the farm and home unit approach. Among other topics, the entire Extension youth program was considered.

SOUTH CAROLINA - Planning Handbook

A "Blue Book" is issued as an outline to help guide county agricultural workers and supervisors with 1954-55 county plans of Extension work. 4-H Club work is included as a part of the total program.

TEXAS - Farm and Home Unit Approach Considered

George Foster was on hand for a series of staff conferences where major attention was given to the relationship of youth to the farm and home unit approach. This is follow-up of a similar conference held a year ago which was focused primarily on program development.

OREGON - Interesting Enrollment Figures

The lines between girls' projects and boys' projects are evidently very flexible. More than 1500 boys signed for home economics projects and about 2000 girls for livestock projects.

WYOMING - New Leaflet in Health Series

"Your Teeth--How to Save Them" is the title of the latest in the 5-year plan. This is the third in the health series to be issued. Next year, the topic will be mental health and emotional maturity. For 1957, posture and foot health will be considered. The Wyoming Department of Health cooperates with the Extension Service in preparing the materials.

NEWS OF OUR COWORKERS

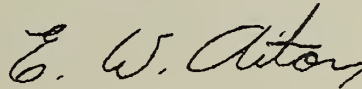
Sylvia E. Gerhardson joined the ranks of the Minnesota staff as State Club Agent on November 1. Miss Gerhardson had been serving as home demonstration agent in that State.

Change of title now lists Assistant State Leader, 4-H Club, for Mrs. Gwendolyn M. Bacheller, of Minnesota, and State 4-H Club Leader for Craig Montgomery of North Dakota. Mr. Montgomery had been acting State 4-H Club Leader since the death of Mr. Martin Altenburg.

Louisiana will welcome Lynn L. Pesson to the State 4-H Club staff on December 1 as Assistant State Club Agent.

Grant A. Shrum, State Club Leader, Missouri, has resigned.

Sincerely yours,



E. W. Aiton, Director
Division of 4-H Club and YMW Programs

Associate Leaders:

Tena Bishop
George Foster
Mylo Downey
C. C. Lang
Fern Shipley

Enclosures.

Please send - by January 20 - any information you have on either of the following subjects:

1. How do the State Dairy Breed Associations promote and assist with the 4-H Dairy Club program in your State?
2. What is being done in your State by 4-H Club members on the subject of dairy marketing?

Please return to:

Mylo S. Downey, Associate Leader
Division of 4-H Club and YMW Programs
Federal Extension Service
U. S. Department of Agriculture
Washington 25, D. C.

